

The Four Seasons

Volume 1, Issue 1

September 23, 2004

Publications from
DHH On-Line
dhh.state.la.us

[Bioterrorism Guide](#) - Top 7
things you need to know
about Bio-terrorism.

[Lighten Up Louisiana
Campaign Documents](#)

In-House Newsletter

The Louisiana State Board of Medical Examiners' staff and employees would like to welcome the editors of their in-house newsletter, "The Four Seasons".

Darren Singleton, mailroom clerk, will gather information and report on events surrounding the 1st floor. Stephanie Irvan, Time and Attendance Specialist, will report from the 2nd floor. Princess Ferrand, Licensing

Analyst, will report from the 3rd floor. Henry Buscher will report from the 4th floor.

The in-house newsletter will be presented on a quarterly basis on-line at our website, www.lsbme.org. The newsletter will include, but is not limited to, reports of celebrations, birthdays, anniversaries, promotions, etc. There you will find kudos, recipes, a suggestion box,

subjects of special interest and much more.

The Four Seasons newsletter editorial group invites the staff and employees to get involved and help to make our newsletter a huge success.

Please feel free to submit your articles of interest to any of the editors so that they may be included in the newsletter.



Editors from left to right Princess Ferrand, Henry (Hank) Buscher, Christine Holder, Darren Singleton and Stephanie Irvan.

Thought for the Season



"Success is the maximum utilization of the ability that you have."

ZIG ZIGLAR

Hurricane & Tornado Procedures

We are in the heart of the hurricane season. In the event that the LSBME building may be affected, please note the following steps to take.

If you are at work, it is the responsibility of the Executive Director to notify the Safety Coordinator to notify the staff as to when it is permissible to evacuate the building.

If you are away from the office,

call (504) 568-6820 x 444 for employee updates to determine if you are to report to work.

Employees should tune in to the weather report on channel 4 news as to whether or not the Mayor closes the City of New Orleans and/or City Hall or the state closes due to emergency.

Employees are advised to re-

view their LSBME employee reference manual for emergency preparedness for complete details for Hurricane & Tornado Procedures. It is important that employees know what to do in the event that there is flood water in the path they travel, temporary closure of office and LSBME building conditions.





Caption describing picture or graphic.

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Caption describing picture or graphic.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Micro-

soft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



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Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed

internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images

from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.

LSBME

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
Email: xyz@microsoft.com

We're on the Web!
example.microsoft.com


Organization

Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.



Caption describing picture or graphic.

here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

If you have any prices of standard products or services, you can include a listing of those